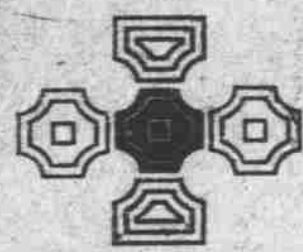


DANA



Where Nature Intended For The Best Fruit in the World to Grow

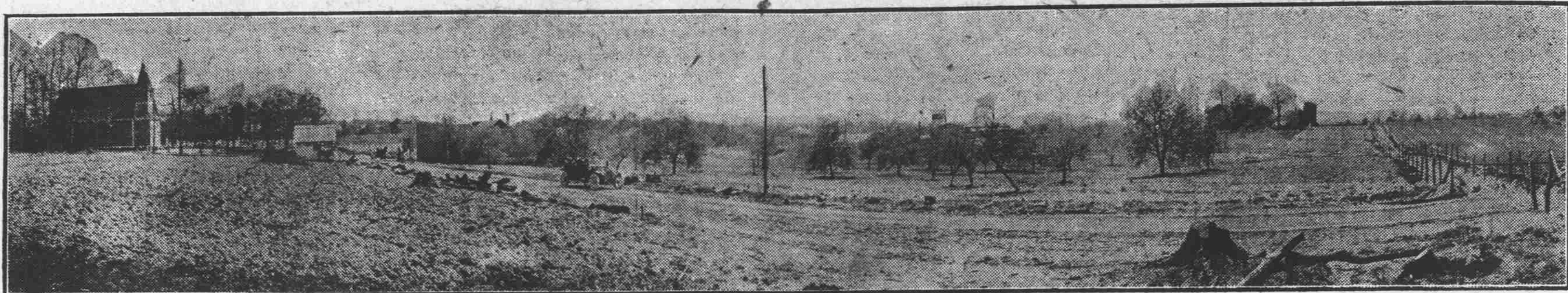


Photo by Carr, Hendersonville.—

DANA. AN IDEAL PLACE FOR A HOME.

Dana—"The Ridge"—a part of the world ordained from the very beginning of Time itself for the profitable growing of fruit and the development of agriculture to its highest possibilities!

A beautiful spot, truly—a very beautiful place is Dana, in Blue Ridge township, Henderson county.

It has an elevation of 2,300 feet above the sea, is on the very top of the Blue Ridge range of mountains and is the dividing water shed. Part of the waters from its many limpid streams eventually empty into the Atlantic and a part carry their story of Dana and its fruitful fields to the Gulf.

The panorama of mountain scenery visible

vestments are men who have made a success of their business.

But the way had to be first shown, and this has been done. J. K. Hill has taken prizes for first-quality apples grown right here on the Ridge, in competition with the whole world, and he has found the business profitable.

In general agriculture Dana and Blue Ridge township is an example to all of Henderson county. Its progressive farmers are truly progressive in every sense of the word. They are quick to adopt improved farming methods, the soil of the Ridge responds quickly to kindly treatment and they are fast on the road to comfort and indepen-

of Henderson county, is the annual fair. It is strictly a Blue Ridge fair, but all of Henderson county is proud of it—boasts of it—and if they could, would claim it. The annual exhibition of the Ridge products is remarkable and if you want a really GOOD dinner, and a heartfelt welcome, just go to the next Fair, stand around a minute with a hungry look and then see what happens!

Also, you will get some idea of how a prosperous Henderson county farmer—like Frank Pace, for instance—lives when he is at home.

But seriously, you know, Dana does offer remarkable advantages to the prospective settler. Land is cheap, schools are good, the churches well taken care of and the people are hospitable.

It would be hard to find a more attractive

welfare of his community is in question.

Dana, as a community, is very much interested in getting a big summer hotel built there.

There are scores of reasons why such an enterprise would be highly profitable. The scenery is superb, the roads good, the distance to town short, and the cost of living well is small. It is rumored that some such enterprise will shortly come to a head. Certainly the Ridge offers peculiar advantages for a big summer hostelry.

Even this brief sketch of Dana would not be complete without reference to that magnificent mountain view visible from Mr. R. H. Scadin's residence. Few similar views are in the world and surely the universe was the plaything of the gods when these grand mountains were created, that monstrous de-



Photo by Carr, Hendersonville.—

GREAT MOUNTAINS AND PEACEFUL VALLEYS. A VIEW FROM MR. SCADIN'S HOME.

from this delightful village is almost without compare. As far as the eye reaches are seen the great old mountains pointing their shaggy crests to a turquoise, cloudless sky. Range after range, one behind the other, all wooded to their very summits, they are inspiringly beautiful, and it's a picture painted by God.

Dana was certainly intended by nature as a fruit growing section. It has been stated that the elevation of the land here is exactly right for fruit of many kinds. There is an excellent possibility of large commercial orchards being planted on the mountain sides now covered with pine and oak, and the men contemplating these very heavy in-

dence.

Among these men may be mentioned Hiram Pace, fruit grower; P. T. Ward, farmer; R. E. Ward, farmer and dairyman; R. H. Scadin, fruit grower; and J. K. Hill, fruit grower.

The possibilities of this section along this line are fast attracting attention from the outside world. For instance, Mr. H. L. Nourse, the "Strawberry King" of Wisconsin, has just purchased a fine farm at Dana and will develop his property to the utmost. Mr. Nourse invested in Ridge land only after a thorough investigation of the possibilities of almost every other section in the South.

One of the institutions of Dana, or rather

place for a home—that is certain.

And it's a growing place, too. There's the Ottaray Canning Company's plant, for instance—the largest cannery in the State and one of the largest in the South. Its product is practically sold before a can is put up, and its beginning to be known over the Southern States as one of THE canneries of the country.

Mr. Jonathan Case, who loves the Ridge as a mother loves her first-born, is the manager and part owner of the Ottaray Canning Co. He is also the leading merchant of Dana (Case & Freeman), but his pride and joy is the big plant shown faintly in this illustration. Mr. Case has a most comfortable home and a magnificent farm here, also, and is counted on always when the good and

pression dug out from the very bowels of the earth itself.

Also a faint idea of the "lay" of the farming land of the Ridge may be obtained from the illustration below. This farm is owned by Mr. A. J. Gibbs of Hendersonville who, having many other interests in that city, offers it for sale very reasonably priced.

But "The Ridge" is most certainly an attractive place and all Henderson county boasts of it. It is, to repeat, one of the future great commercial orchard sections of the United States. Land is cheap, very cheap, there now, but that condition will not obtain long.

For already the attention of the great outside world is fixed upon this garden spot of "The Switzerland of America."

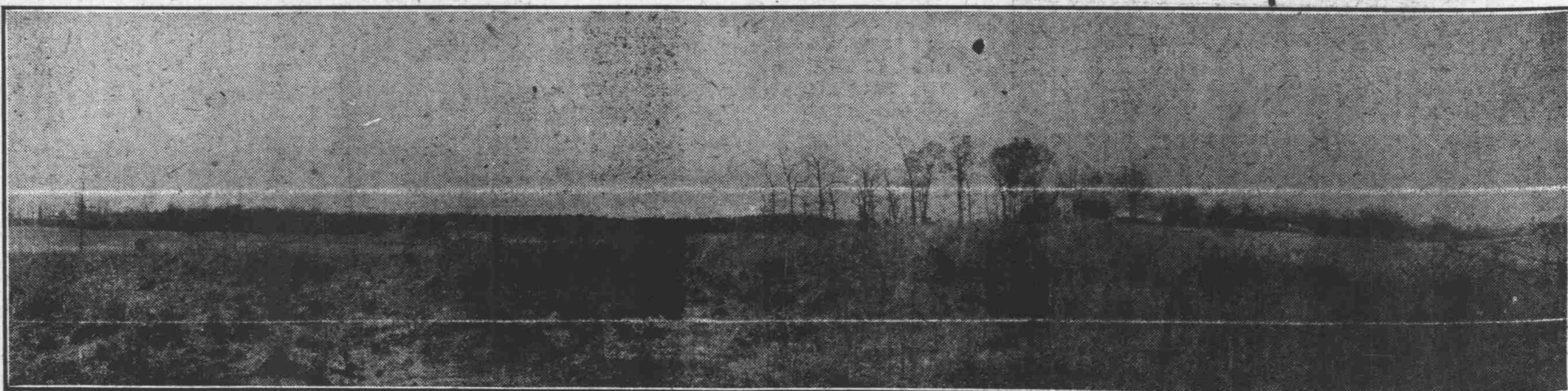


Photo by Carr, Hendersonville.—

A BLUE RIDGE FARM, OWNED BY MR. A. J. GIBBS.